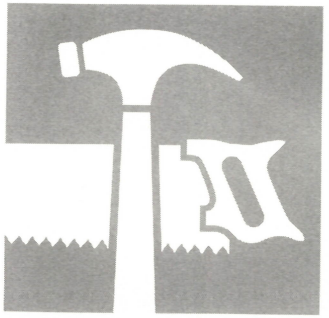


SBSS Express Seminars Construction Seminar Script.

SBSS Express Seminars Construction Seminar Script

Construction firms in the United States today spend over $450 billion annually and operate in a highly competitive, rapidly changing environment. With profit margins shrinking, contractors are looking for new ways to increase productivity and profits. Over 80% of all construction firms are small businesses representing approximately 70% of all computer system sales in this market. And small firms are more receptive to Macintosh than MS-DOS alternatives. With its ease of learning and low support costs, Macintosh is the ideal computer to give them the competitive edge they need.

This SBSS Express Seminars Business Solution will help you present effectively to contractors. Using these demonstrations in a seminar environment will allow you to highlight some of the most important business tasks these customers need to perform and get many key benefits across in a short period of time.

To enhance your demonstrations, you may want to use some relevant findings of recent research studies. The results highlighted below can add impressive proof to the benefits and advantages of owning an Apple Macintosh personal computer.

Productivity

Small construction firms need to do more with existing resources in order to remain competitive. So increased productivity is a key selling point for Macintosh. Show them that all Macintosh applications work virtually the same way, so once they've learned one, they're on their way to learning them all. In a recent independent survey Macintosh users rated their productivity 37% higher than MS-DOS users rated their productivity, and 32% higher than users of Windows 2.0.[1]

Training/Installation

Most contractors can't afford to take a week off to learn to use a computer. With profit margins shrinking, they have to be on the job every day. So ease of training is critical, and a short learning curve is a real benefit. However, most businesses don't consider the impact of training time on their purchase costs. However, a recent study shows that Macintosh users require less time to learn to use their computers than users of MS-DOS systems or users of Windows 3.0.[2]

Another key point you may want to incorporate throughout your seminar is that there are thousands of programs in virtually all areas of business available for the Macintosh. Contractors will be interested to know that industry-specific programs are available for Macintosh including: project scheduling and management, job costing for subcontractors, materials and labor, estimating, CAD programs and more. Also, because Macintosh applications are consistent, they will be able to learn new programs more quickly.

Compatibility/Connectivity

Macintosh compatibility and connectivity are especially important to contractors as it allows them to exchange information electronically with architects, engineers and suppliers, thereby saving time and money on a project. Compatibility is also important because this industry is heavily MS-DOS penetrated. In addition, your audience should know that Macintosh has the capability to read from and write to MS-DOS, Windows and UNIX. You may want to demonstrate these benefits by running the compatibility and connectivity demo, which is included on your Express Seminars CD.

Price/Value Comparison

Since contractors look to computers to increase productivity and maintain low, competitive costs, it's important to point out that Macintosh systems can ultimately be less expensive than other personal computer systems. This is because training costs, networking costs and overall support costs are much lower.[3] And when they are ready to upgrade their systems, Macintosh provides cost-effective growth paths.

You can also emphasize the affordability and value of Macintosh systems. Since they have more built-in features, they can do more for less money. A recent study concludes that, overall, Macintosh computers offer the best price-performance value, when compared with similarly configured IBM and Compaq personal computers.[4]

All of these points can help you build to a natural conclusion containing this kind of "bottom line" message: Macintosh is a powerful, versatile business tool that can make contractors more productive in virtually every aspect of their business. And this consistent, proven technology can be theirs at a truly affordable price.

Preparation Notes

Like the original SBSS Construction Business Solution, each folder contains applications that perform the functions indicated by the folder name. These demonstrations have been designed with contractors' needs in mind and for presentation to a group.

As before, we have used a "Say This, Do This, Show This" format to provide easy instructions for demonstrations. We've also included a MediaTracks version of each demonstration so you can use a self-running presentation, if you choose.

Here are the contents of the Construction Business Solution for Express Seminars.

Construction Management:

- Project Estimate/Microsoft Excel
- Project Schedule/MacProject II
- Shop Drawings/Claris CAD

Accounting:

- Dell & Reed Associates/Accountant, Inc.

Office Management:

- Forms/FileMaker Pro
- Monthly Calendar/CalendarMaker

Business Development:

- Finding Resources/HyperCard/MarketPlace
- Client Information/FileMaker Pro
- Bid Request/MacWrite II

Marketing & Presentations:

- Profile/Backgrounder/PageMaker
- Tradeshow Handout/PageMaker
- Capabilities Presentation/Aldus Persuasion

Construction Tools:

- Residential Estimating/HyperCard/ Hyper•Estimator
- Structural Calculating/SimpleSpan

[1] ***Diagnostic Research, Inc.,*** March, 1990

[2] ***Diagnostic Research, Inc.,*** March, 1991

[3] ***Gartner Group,*** June, 1989

[4] ***Ingram Laboratories*,*** February, 1991

To assign a price-performance value to the systems tested, a ratio was calculated using the manufacturer's suggested retail price (SRP) and Ingram's results. The ratio is calculated by dividing a given system's performance index by the system's SRP. The greater the price-performance value, the greater the system's value to the customer (that is, a system with a .5 ratio offers greater value than a .3 system).

Based on manufacturer's suggested retail prices as of February, 1991. Current SRPs may have changed.

Unless otherwise noted, figures cited are from the Apple Market Model Guide.

Industry Overview

The Market

- There are 1.8 million construction businesses in the United States.
- Construction spends over $450 billion annually, 9.25% of GNP.
- Construction companies fit into two categories:
  - General contractors
  - Sub/specialty contractors
    Each of these can be further segmented into specialties in residential, commercial or industrial work, whether new or remodeling.
- The number of employees is not indicative of business volume. Smaller firms may have multi-million dollar revenues; conversely, larger firms may have less than $1 million in revenues.

The Opportunity

- 17% of the construction market now uses personal computers, with computer use expected to grow rapidly over the next five years.
- Small companies represent approximately 70% of all computer sales in this market and are most receptive to Macintosh.
- Computerized estimating offers enormous benefits when doing competitive bid work, as over half of all bids submitted are rejected.
- Job cost control (comparing actual labor and material costs against the estimate to determine profitability) is critical to this market and would profit from a computer-integrated accounting system.
- Small companies are becoming aware that computers will allow them to compete with larger companies without adding staff.
- Many larger companies are looking to replace outdated minicomputer systems.
- Companies look to computers to generate more business for them by:
  - Increasing the number of bids and improving the accuracy of estimating/bidding procedures
  - Managing administrative paperwork
  - Managing accounting needs, specifically payroll
  - Maintaining a competitive edge
  - Enhancing their professional image

The Target

- In general, contractors are self-starters with an independent nature, aged 25-50.
- A greater percentage of younger contractors have college degrees than their older peers.
- Newer construction companies tend to be more receptive to computers.
- Peer influence plays an important role in this industry.
- Company Organization:
  - Owner/General Contractor
  - Salesman
  - Designer
  - Estimator
  - Expeditor/Scheduler
  - Office Manager
  - Accountant/Bookkeeper
  - Receptionist/Data Entry

  Field Personnel:
  - Project Manager
  - Job Supervisor
  - Foreman
  - Skilled Tradesman
  - Laborer

Market Challenges/Solutions

Challenges:

- Emphasize the availability of fully-integrated solutions that incorporate estimating/accounting functions to overcome misconception that this is not available on the Macintosh.
- Contractors are value conscious and are concerned about training time. Point out the significant price-performance value of the Macintosh compared to other similarly-configured systems, as well as ease-of-use and significantly lower training costs.
- Since many construction companies also use MS-DOS computers, compatibility is vital to the industry. Stress MS-DOS compatibility and connectivity with the ability to use existing MS-DOS files.

Specific Company Concerns:

- Job cost control
- Project scheduling and management
- Project estimating
- Accounting
- Writing correspondence
- Design/Build (for those specific contractors only)

Key Solutions:

- Estimating
- Project scheduling and managing
- Design-build
- Job costing
- Accounting
- Correspondence

For more detailed information, please refer to your Apple Market Model Guide.

Source: The Apple Market Model Guide. © Apple Computer, Inc., © Qualitative Marketing, 1990.

Using the Automated Business Solution Demonstrations

Each of the six folders appearing in the Construction demonstration has been recorded separately in color MediaTracks. You may select the order in which you would like to demonstrate them. At the bottom of the screen you will find 3 buttons that will allow you to navigate through each demonstration.

Play Button (▶) – Allows you to continually move forward.

Pause Button (⏸) – Allows you to momentarily stop the demonstration.

Stop Button (■) – Allows you to quit the demonstration.

In addition to those icons, MediaTracks will allow you to control the playback of tapes by using the Macintosh keyboard. Below is a list of the commands and the keys that activates the demonstration.

Launching the Automated Business Solutions

- Open Express Seminars Solutions folder.
- Open Automated Demonstrations folder.
- Open Construction folder.
- Open Construction tape icon to begin.

General Tips

Display or Hide the Control Panel

Pressing the "H" key on the keyboard will display the control panel for MediaTracks. Clicking on any one of the icons activates them. Pressing the "H" key again will shrink the control panel into an icon. You can hide the icon by holding down the Option key and clicking the icon.

Speed Control

Pressing the "Up Arrow" (↑) on the keyboard will speed up the playback of the tape.

Pressing the "Down Arrow" (↓) on the keyboard will slow down the playback of the tape.

Pause

By pressing the "P" key, you pause the playback of the tape. Pressing the key once more will cause the tape to play again.

Stop

To stop a tape press the "S" key. Most of the time this will also cause MediaTracks to quit, taking you back to the Finder.

Rewind (Start over)

To replay a tape from the beginning press the "[" key.

Repeat

Pressing the "A" key will cause MediaTracks to replay the current tape over continuously. To turn off this feature press the "A" key once more. Pressing the "S" key will still stop the tape playback.

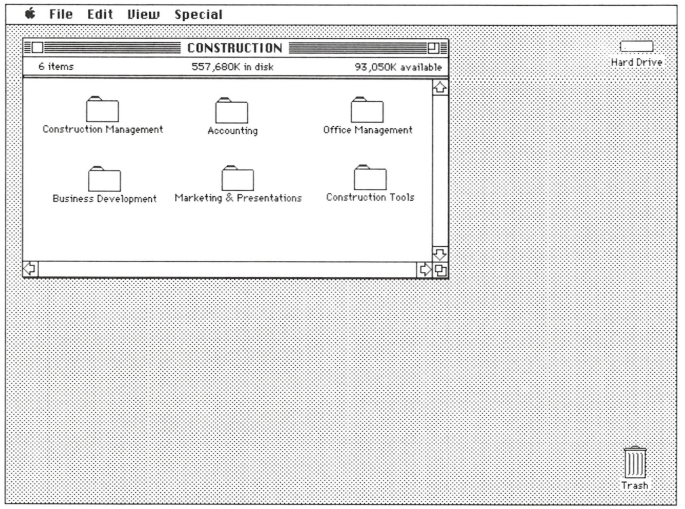
Skip Forward

To skip immediately to the beginning of the next feature, press the "forward arrow" (→) key.

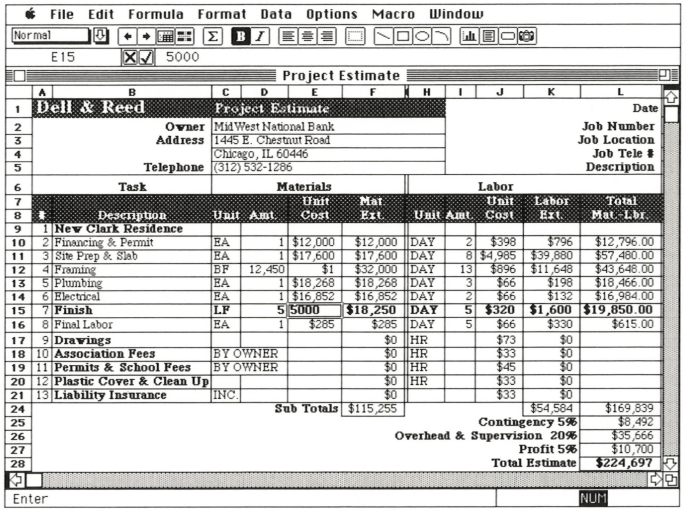
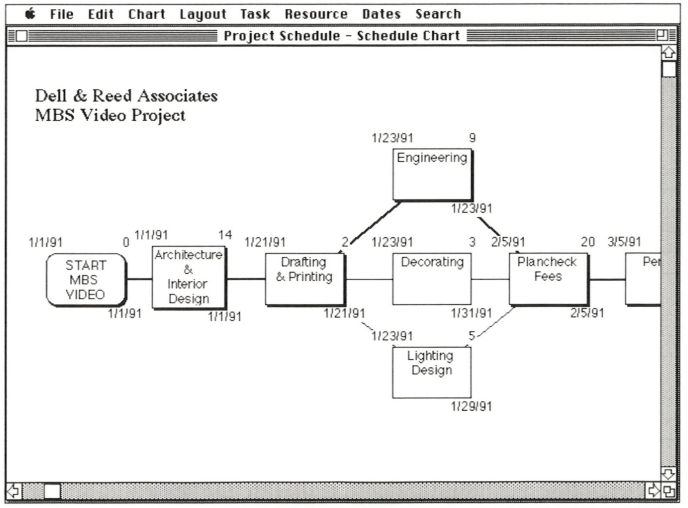
Skip Back

Pressing the "backward arrow" (←) key takes you back to the beginning of the current tape.

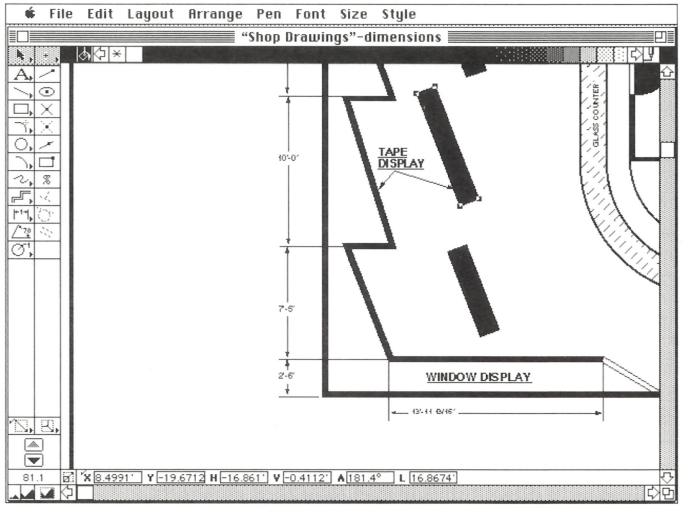
Construction

Say This	Do This	MediaTracks Do This	Show This
In today's business climate, you have to be versatile to stay competitive. And Apple Macintosh computers can help you run your entire business more efficiently because it's as versatile as you are. Offering thousands of powerful business software applications to choose from, Macintosh personal computers work for you to provide better service to your customers — and improve your bottom line.	Open **Hard Drive** by double clicking the icon or by selecting it (clicking once) and choosing **Open** under File menu. Open **Construction** folder. ▸	Open **Construction** tape icon.	
Construction firm management, accounting, office management, business development, marketing and presentations and the construction process are functions you manage daily. We'll go through examples of how Macintosh can help with each area. Notice that Macintosh is organized like your office is — no directories or complicated commands. Just folders showing the work that needs to be done.	Use the mouse to move the pointer over each folder as you name it.		
As you'll see throughout this demonstration, all Macintosh software programs share consistent menus and use commands in plain English, like, cut, copy and paste. There's even an undo command if you change your mind about something you've just done.	Use the mouse to highlight the pull-down menus, pointing out some common commands in the Edit menu.		

Construction Management

Say This	Do This	MediaTracks Do This	Show This
Today it's more important than ever to keep your competitive edge and finding ways to become more productive is a smart way to do that. Macintosh can help you improve your estimating process, keep projects on track and do dozens of tasks more efficiently. • You can create a standard template for estimating that will include all the details necessary to ensure your profitability. • See how this change in Finish costs automatically recalculates the Materials cost and Total Estimate and other budget lines. You can customize estimates and change data easily.	Open **Construction Management** folder. Open **Project Estimate** document. In **Finish** row change the unit cost (**cell E15**) from 3650 to 5000. ▸ Press **Return** key to enter new amount (5000). In **Finish** row change the Labor Amt. (**cell I15**) from 5 to 4. Press **Return** key to enter new figure (4). Note the increased totals in Total Mat.-Lbr (cell L15), in addition to changes in Total Estimate (cell L28). Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.	Click on **Construction Management** folder to launch demonstration. • • Click on **play** button (▶) to continue throughout. • • • • • • • • • • • • • • •	 *Application: Microsoft Excel*
Project management is critical to your work. There are many people involved in new construction or remodeling – architects, estimators, site workers, inspectors – all under different but related deadlines. • Notice how every component of this critical path schedule is shown in schedule chart format (PERT). • Let's say you just found out the Lighting design will be 5 days late. We'll change the number of days allocated from 5 to 10. Notice that every future date has been recalculated. And, if your end date simply can't change, you can "freeze" it, allowing all other dates to be recalculated, with critical dates highlighted.	Open **Project Schedule** document. ▸ Click inside **Lighting Design** box. Choose **Show Task Info** from Task menu. Change Task Duration from 5 to 10 days. Close **Lighting Design** window. Click **OK** when Task Duration box appears. Note change in critical path. Show the change in **dates** (lower right corner of the **Lighting Design** box). Choose **Project Table** from Chart menu. Review **task boxes**, noting how they list earliest start, latest finish, resource required and elapsed time. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.		 *Application: MacProject II*

Construction Management

Say This	Do This	MediaTracks Do This	Show This
Client changes are a given in your business. With Macintosh they can be handled quickly and efficiently. This is just one of many CAD programs available for the Macintosh that can help you in your daily construction management.	Open **Shop Drawings** document.	•	
• Let's say a client wants to make a change in a floor plan and everyone is busy, including the draftsman. With Macintosh, you can make the changes yourself.	Click **OK** when font warning appears.	•	
• You can print out your drawings for your own use as additional documentation for the change orders that occur on any project. And you'll save drafting costs.	Click **Mountain** icon (– bottom left corner of screen) to enlarge drawing.	•	
• And if you are not sure how to use a command, on-line help is available to assist you.	Use bottom scroll bar to scroll to far left.	•	
	Double click on a **Tape Display Shelf** (blue rectangle) — an information box opens showing shelf dimensions.	•	
	Change height to **8'** and press **Return** key. Note how the display shelf automatically changes in size.	•	
	Close **Info** window. ▶	•	
	Choose **Help** from **Apple menu**.	•	
	Click **Editing Objects**.	•	
	Click **Resizing**.	•	
	Close **Claris CAD Help** window.	•	
	Choose **Quit** from File menu.	•	
	Choose **No** when Save Changes dialog box appears.	•	
With tools like these, you'll be able to facilitate the estimating process, know exactly what's happening on every project and have the information you need when you need it.	Close **Construction Management** folder.	End of demonstration.	
Now let's see how Macintosh can help with the financial side of your business.			

Application: Claris CAD

Accounting

Say This	Do This	MediaTracks Do This	Show This
All your accounting and bookkeeping activities can be done more efficiently on Macintosh including: accounts receivable and payable, general ledger, payroll and job costing. By automating these tasks, you'll improve accuracy of data.	Open **Accounting** folder. Open **Dell & Reed Associates** document. Click mouse once to continue.	Click on **Accounting** folder to launch demonstration.	
Being able to distribute billings to individual jobs or across multiple jobs with a single entry simplifies invoicing. And it's a good example of how accounting on Macintosh is both fast and flexible. • By clicking on a client's name, all relevant information – such as address, project and terms – is transferred to the invoice.	Show pull-down menus for **Journals**, **Forms**, **Payroll** and **Reports**. Choose **Invoice** from Forms menu. Press **Tab** key. The Customers window appears. Double click any **customer name** to enter on the invoice. Click **Description** column and press **Tab** key. The Inventory window appears. Double click **2x4** to enter on the invoice. Enter **15** in the **Qty** column. Press **Tab** key.	•	
		Click on **play** button (▶) to continue throughout.	
		•	
		•	
		•	
		•	
Invoicing is only one example of how you can use Macintosh to solve all your accounting needs. • Project analysis enables you to quickly review your clients' accounts to see your itemized income and expenses for each project. • You can also create other reports, like this margin report to review the profitability of each project.	Under **Reports** menu, use **Analysis** submenu to choose **Project**. The Project Analysis window appears. Scroll report list and click **Project Balances** to select. Click **Analyze** button to create a report. Close **Project Balance** Report. Click **Margin** to select it. Click **Analyze** button to create a report. Choose **Quit** from File menu.	•	
		•	
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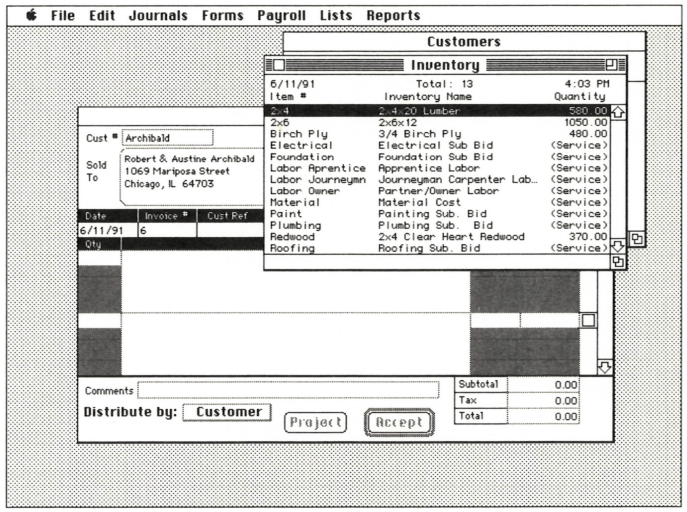
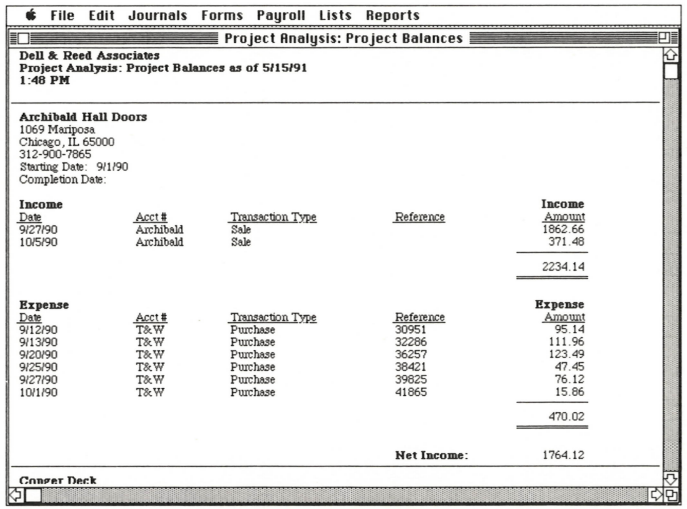
		•	
By using Macintosh to keep track of all your financial information, you'll have a better day-to-day picture of your firm's status and can make better business decisions.	Close **Accounting** folder.	End of demonstration.	
Now we'll see how Macintosh can help manage everyday office tasks.			

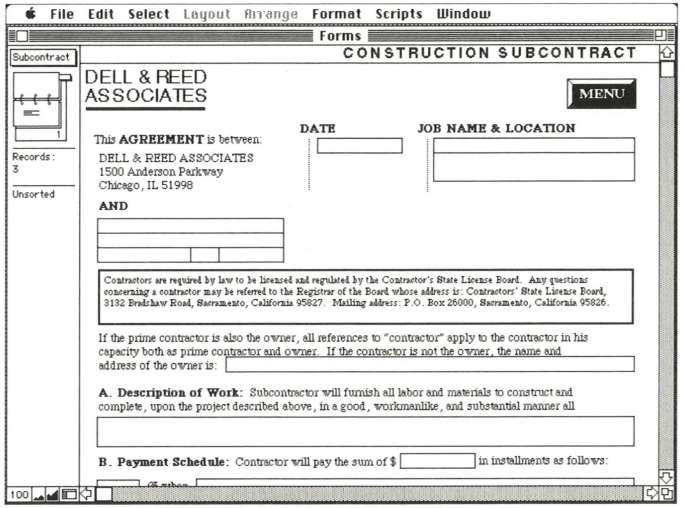
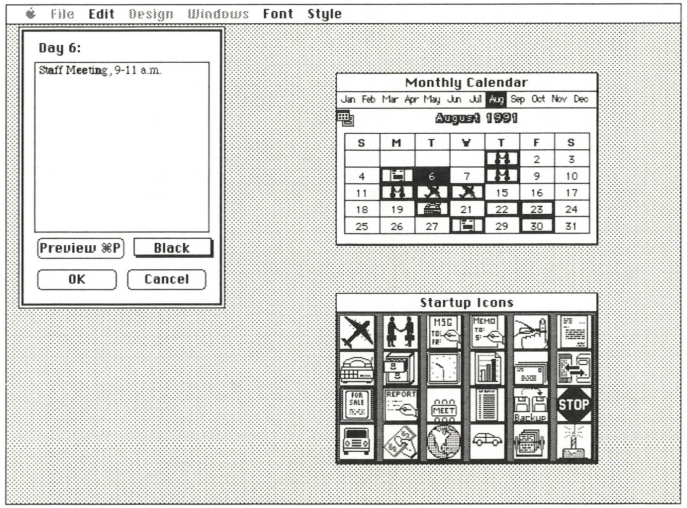


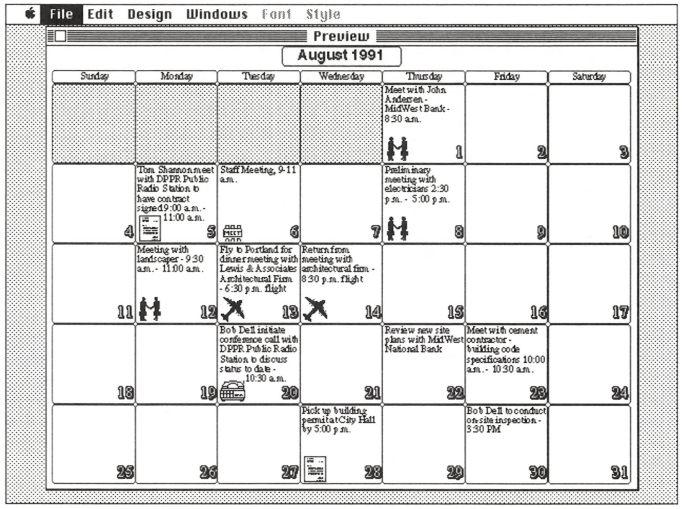
Application: Accountant, Inc.



Application: Accountant, Inc.

Office Management

Say This	Do This	MediaTracks Do This	Show This
Macintosh can help make your firm more productive by simplifying forms processing and automating calendars and scheduling. Automating routine tasks lets you handle them more efficiently and can give you more time to do what you do best, build.	Open **Office Management** folder. Open **Forms** document. Click **Subcontract** icon. A standard subcontract form appears. ▸ Click **Menu** icon. Click additional **forms** icons to view, then click **Menu** icon. Choose **Quit** from File menu.	Click on **Office Management** folder to launch demonstration.	 *Application: FileMaker Pro*
Tracking daily appointments and deadlines is more efficient with an up-to-date calendar. With Macintosh, that calendar is right at your fingertips. All it takes is a few simple modifications to keep you current. • For example, you can enter notes on individual days in the calendar as reminders of key client meetings and even color code them for quick reference.	Open **Monthly Calendar** document. Click any date in **Monthly Calendar** window. The agenda box for that day appears. Type "Staff Meeting, 9-11 a.m." ▸ Click **OK** button to complete entry and close box. Click and drag **Meeting** icon (MEETING – located in Startup Icons window) over selected date in Monthly Calendar.	Click on play button (▶) to continue throughout.	 *Application: CalendarMaker*

Say This	Do This	MediaTracks Do This	Show This
Seeing up-to-date information on your commitments makes planning and scheduling easier. • You can view the entire month at a glance or focus on a particular day's activity. • If you network your office computers, you could view your colleagues' schedules in order to track their availability for upcoming projects.	Choose **Preview** from File menu. The full monthly calendar appears. ▸ Click on any area of the calendar to enlarge it. Click again to reduce the size. Close **Preview** window. Choose **Quit** from File menu. Choose **No** when Save Changes dialog box appears.	•	
Now let's look at how Macintosh can help you manage and expand your business development efforts.	Close **Office Management** folder.	End of demonstration.	

Application: CalendarMaker

Say This

There's never enough time to devote to winning new contracts, but Macintosh can make more of the time you do have. It can help you find the resources to service those contracts, choose mailing lists, track current client information better and customize your marketing materials.

Let's say you've accepted a contract to build a chemical corporation warehouse and need to locate specialized subcontractors. With Macintosh, you can access a database of subcontractors and locate them by specialty.

- The first step is to select the industry you wish to analyze, for example, construction.
- Here's a list of some major categories, from building construction to heavy construction.
- When you ask for descriptions of these categories, they'll show up in the right-hand column.

After you've selected the type of contractors, simply click on the location that you are interested in targeting.

- You can then view a state by 3-digit zip code, we'll choose Illinois.
- To specify the area you would like the subcontractor to come from, simply click on a 3-digit zip code.

Do This

Open **Business Development** Folder.
Open **Finding Resources** document.
Click **Start** button.
Click **Run This Demo** button.
Click **Type of Business** icon.
Double click **Construction**. ▶
Double click **Construction Special Trade Contractors.**
Click **Concrete Work**.
Click **Include** button.
Click **Return to Main Screen** button.

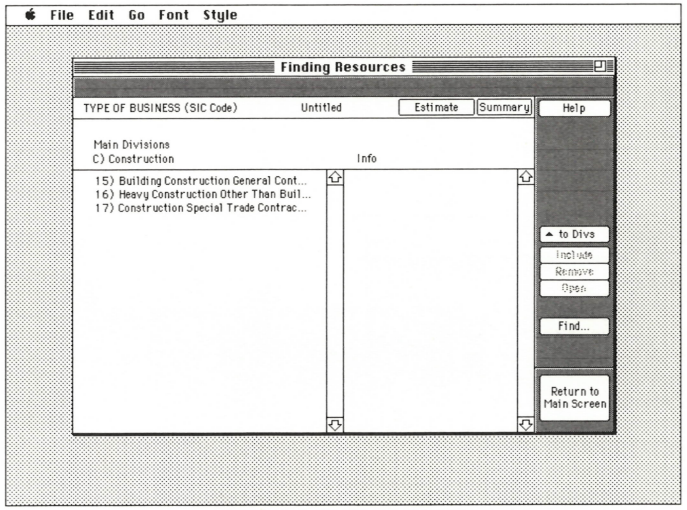
Click **Location** icon.
Click **IL** box to zoom into Illinois. ▶
Click any 3-digit zip code.
Click **Include** button.
Click **Return to Main Screen** button.

MediaTracks Do This

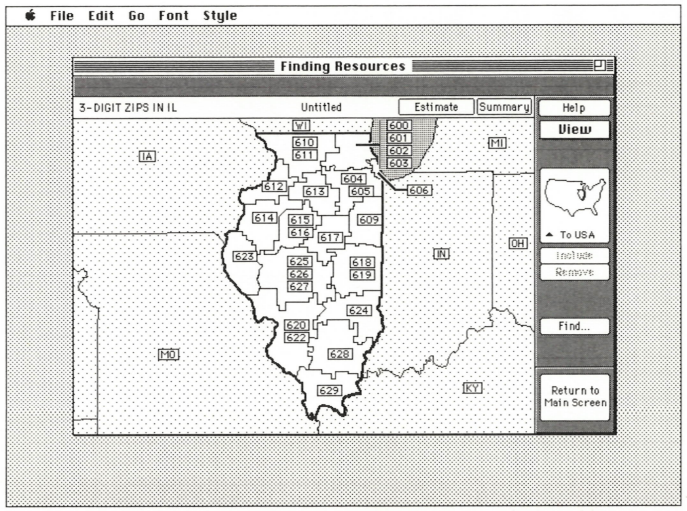
Click on **Business Development** folder to launch demonstration.

Click on **play** button (▶) to continue throughout.

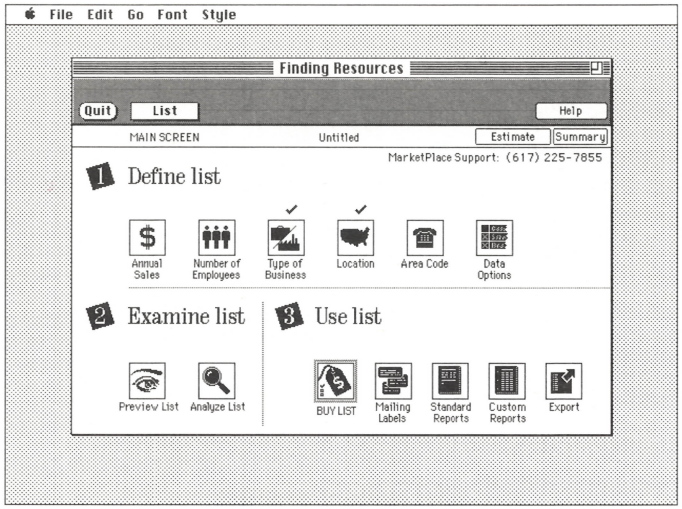
Show This



Application: HyperCard/MarketPlace



Application: HyperCard/MarketPlace

Say This	Do This	MediaTracks Do This	Show This
You can preview the list of subcontractors who fit the criteria you just specified. You can then "buy" these names and addresses and automatically print mailing labels to send information to these subcontractors. If you would like to store this information, simply export it to a database.	Click **Preview List** icon. Click **Build** button. Review selected list. Click **Return to Main Screen** button. Click **Buy List** icon. Select **Street address** (1 unit/record) box. Click **Buy** button. ▸ Click **Quit** button on screen. Click **Yes** to reset demo.	•	 *Application: HyperCard/MarketPlace*
Current and accurate records on existing clients can be just as important as information on new prospects since existing clients often provide a significant amount of new business. • With Macintosh, you can easily access and update important information on your clients like addresses, phone numbers, time between calls or a recap of your last meeting. • You can even scan in news articles or other information about your clients for instant recall and run a variety of reports. • What's more, you can create a database of suppliers and subcontractors for quick referencing.	Open **Client Information** document. ▸ Highlight **Client Address** text box, then type in a new address. Click below **Supplier** box to see selection options. Double click on a supplier to select. Click bottom of **Book** icon (📖 – upper left corner of screen) and browse through several records. Click **Menu** icon to see report options. Click **Supplier Report** icon. Click **50** button in lower left corner to view at actual size. Click **Continue** button. Click **Data Entry (pencil and pad)** icon. Choose **Quit** from File menu.	•	 *Application: FileMaker Pro*

Say This

With this specific information available, it's simple to customize your correspondence for each potential client or each subcontractor. Say you're bidding on a new project and need to get estimates from your suppliers.

- Simply indicate the information you need for your standard form letter such as name, address, etc. As you can see, that information is now merged with the letter.

This feature allows you to generate letters that appear to be tailor-made for each supplier, subcontractor or client.

You've seen how you can use Macintosh to help you find new subcontractors, store and retrieve information on clients and prospects and communicate with customized materials. And you and your staff can do all these things with no special programming required.

Do This

Open **Bid Request** document.
Choose **Open Merge Data File** from File menu.
Open **Supplier List** document.
Close **Insert Merge Field** window.
Choose **Merge** from File menu.
Click **New Document** button, then click **Merge** button in Merge dialog box. ▶
Choose **Quit** from File menu.
Choose **No** when Save Changes dialog box appears.

Close **Business Development** folder.

MediaTracks Do This

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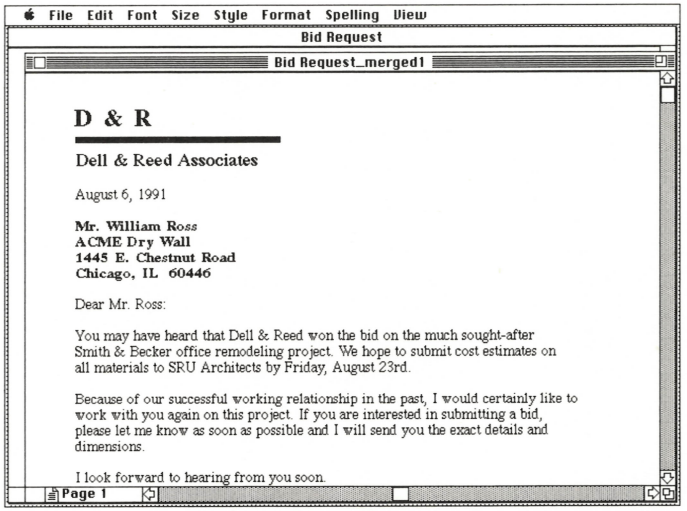
End of demonstration.

Show This


File Edit Font Size Style Format Spelling View
Bid Request
Bid Request_merged1
D & R
Dell & Reed Associates
August 6, 1991
Mr. William Ross
ACME Dry Wall
1445 E. Chestnut Road
Chicago, IL 60446
Dear Mr. Ross:
You may have heard that Dell & Reed won the bid on the much sought-after Smith & Becker office remodeling project. We hope to submit cost estimates on all materials to SRU Architects by Friday, August 23rd.
Because of our successful working relationship in the past, I would certainly like to work with you again on this project. If you are interested in submitting a bid, please let me know as soon as possible and I will send you the exact details and dimensions.
I look forward to hearing from you soon.
Page 1

Application: MacWrite II

Marketing & Presentations

Say This

To generate new business, you need to create awareness of your firm among new prospects and stay visible with current and former clients. You can use Macintosh to help create background pieces, handouts, newsletters and more to inform people of the scope of your work and news about your firm, without spending much money at all.

For example, you can prepare documents like this detailed firm background piece to give to clients, architects, subcontractors or suppliers.

- With your company's background information stored on Macintosh, you can easily pick and choose what is most pertinent for each occasion and customize the document's content and design.
- You can easily incorporate photos, too, and highlight your capabilities in specific areas.

Or, for tradeshows, you might need an eye-catching handout like this one.

- See how you can change fonts and headline styles?
- The graphic capabilities are great, too, like shading, line width and a palette of colors to choose from.
- Your marketing materials will take on added professionalism with Macintosh, with little or no added costs.

Do This

Open **Marketing & Presentations** folder.
Open **Profile/Backgrounder** document. ▸
Click **page icons** (📄 – lower left corner of screen) to display different pages.
Choose **Actual size** from Page menu.
Comment on integration of graphics, text, etc.
Choose **Quit** from File menu.
Choose **No** when Save Changes dialog box appears.

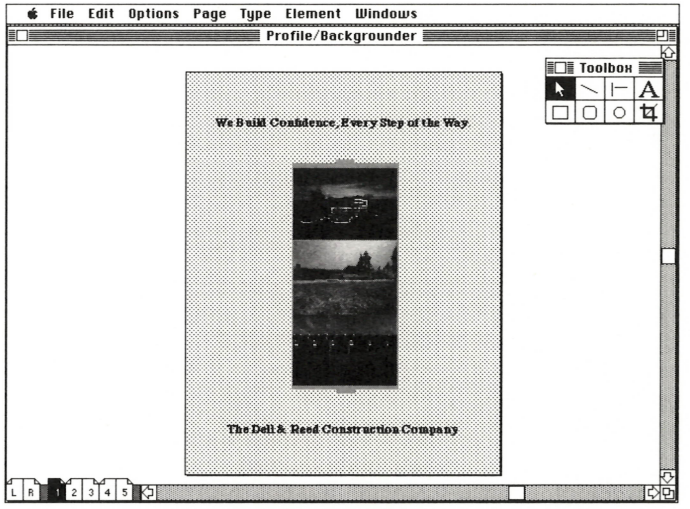
Open **Tradeshow Handout** document. ▸
Click **page icons** (📄 – lower left corner of screen) to display different pages.
Choose **Actual size** from Page menu.
Click **text tool** (A in toolbox) and highlight text.
Under **Type** menu, use **Type style** submenu to choose **Bold** and **Italic**.
Choose **Quit** from File menu.
Choose **No** when Save Changes dialog box appears.

MediaTracks Do This

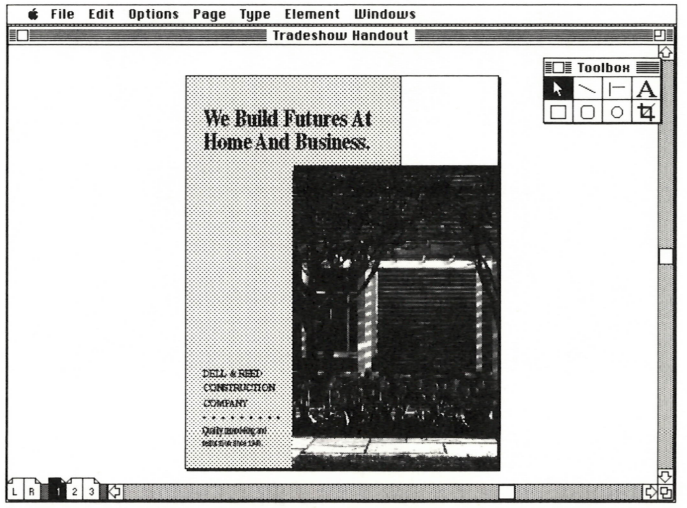
Click on **Marketing & Presentations** folder to launch demonstration.

Click on **play** button (▶) to continue throughout.

Show This

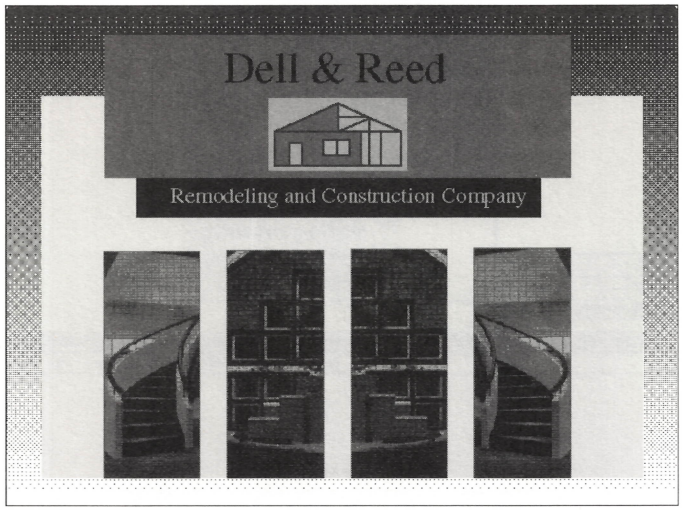

File Edit Options Page Type Element Windows
Profile/Backgrounder
Toolbox
We Build Confidence, Every Step of the Way
The Dell & Reed Construction Company
L R 1 2 3 4 5

Application: PageMaker


File Edit Options Page Type Element Windows
Tradeshow Handout
Toolbox
We Build Futures At Home And Business.
DELL & REED CONSTRUCTION COMPANY
L R 1 2 3

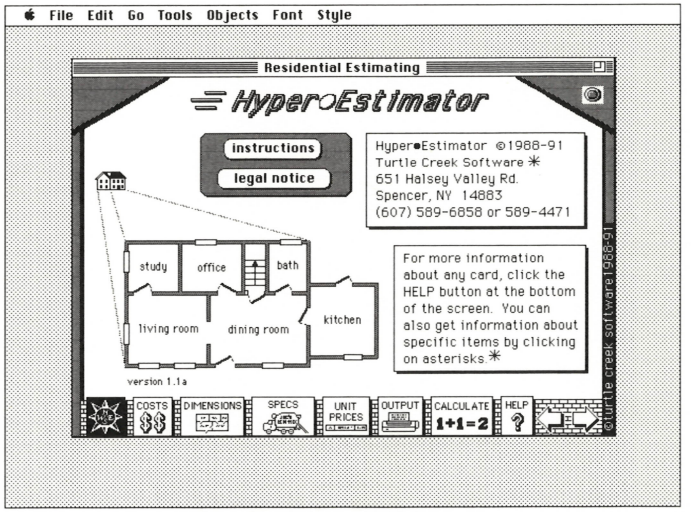
Application: PageMaker

Marketing & Presentations

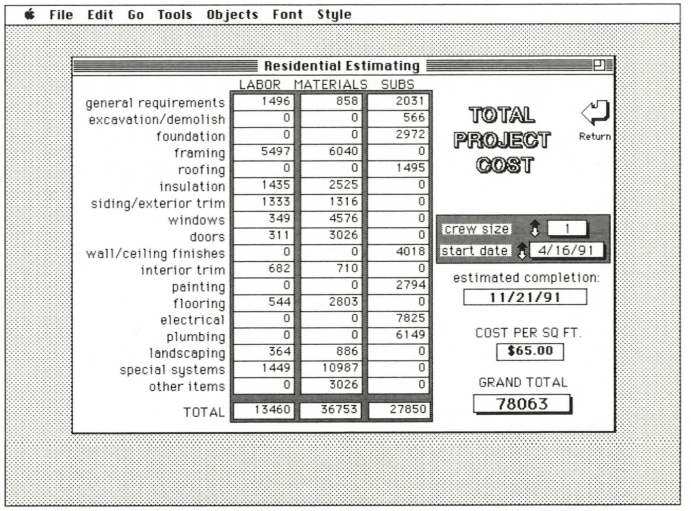
Say This	Do This	MediaTracks Do This	Show This
You've worked long and hard on all your projects, so why not highlight your efforts and craftsmanship? Macintosh has the perfect way to do it. You can easily create a presentation showing your completed projects for in-house use or for trade show displays. • You can create high quality slides, overheads and printed documents, complete with scanned-in images of projects. • You can also import any of the drawings, text, charts and graphs you've done previously, into an on-screen presentation. • Since you can create a presentation like this with minimal time and effort – and generate business with it – it's a great revenue enhancer.	Open **Capabilities Presentation** document. Choose **Slide show** from File menu. Click **OK** when Slide show options window appears. ▸ Slide show launches automatically. When done choose **Quit** from File menu. Close **Marketing & Presentations** folder.	• • • • • End of demonstration.	*Capabilities Presentation*  *Application: Aldus Persuasion*

Construction Tools

Say This	Do This	MediaTracks Do This	Show This
So far, you've seen how Macintosh can help with nearly every aspect of your business. Now we're going to look at some very specific tools for some of your most important calculations.	Open **Construction Tools** folder. Open **Residential Estimating** document. ▸ This file demonstrates the ability to automate estimating procedure and pre-setting specifications. Click **Compass** tool (✲ – in lower left corner) to review instruction card. Click **how to estimate** button (located at Southeast point on compass) to review the process for preparing an estimate.	Click on **Construction Tools** folder to launch demonstration. • • Click on **play** button (▶) to continue throughout.	
Accurate job estimating is key to getting new jobs and to remaining profitable. With Macintosh, you can determine material costs and wage rates, specify types of construction and then calculate a total project cost. • As you can see, you have a complete list of features to help you begin your estimate. • Since you can handle more than one estimate at a time with multiple copies of the estimating program, you can get more done in less time, and even have more than one person working on an estimate simultaneously.			
With the Macintosh, you'll always have the total project cost estimate at your fingertips, and be able to make revisions quickly and painlessly. • Here's the breakdown for labor, materials and subcontractors. • You can also determine the crew size, start date and estimated completion date. • You'll be able to calculate cost per square foot as well as the total project cost without spending tedious hours.	Click button (◉ – upper right corner of screen) and note Total Project Cost. ▸ Click **Return** arrow icon (↩ – upper right corner of screen).		



Application: HyperCard/Hyper•Estimator



Application: HyperCard/Hyper•Estimator

Say This

Suppose you want to make changes to specific items in the plans. The Macintosh lets you make them with a few clicks of the mouse.

- You can change materials and labor just to mention a few.
- You can also estimate landscaping needs like final grading, fencing, planting, surfaces, walkways and more in your final totals.
- You can even estimate special areas, like kitchens, baths, chimneys and fireplaces.

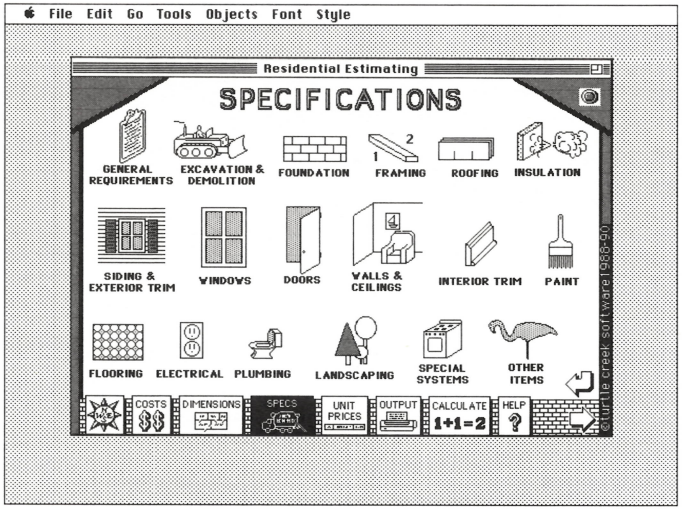
Once you've made your changes to the door specifications, the Macintosh will automatically recalculate the total estimate we looked at earlier. The material costs, category total and grand total have all been changed for you. Imagine the time and energy you'll save by having all this done for you automatically. This will make estimating so simple that everyone in the office can do it accurately, giving you time for more pressing work.

Do This

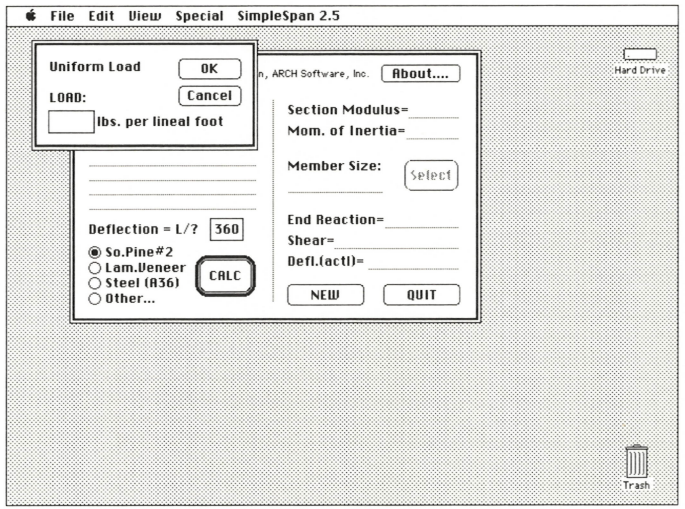
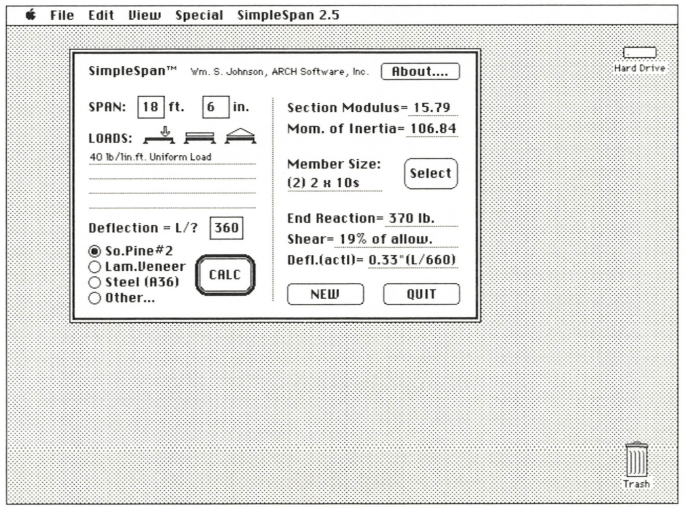
Click **Specs** button on bottom of screen. ▸
The file now demonstrates changing project specifications.
Click **Doors** icon.
Click and hold down mouse on arrow tool next to any door in the Interior doors column and change value.
Repeat process with several doors.
Click **Calculate** button. Note total and change values boxed in upper right corner of screen.
Click **Compass** tool (✵ – lower left corner of screen).
Click **left arrow** icon (⇦ – lower right corner of screen).
Choose **Quit HyperCard** from File Menu.

MediaTracks Do This

Show This



Application: HyperCard/Hyper•Estimator

Say This	Do This	MediaTracks Do This	Show This
Doing structural calculations involves lots of variables like span, strength of material and load. Macintosh can help you analyze the variables and give you the most economical solutions in minutes. • For example, you can plug in a uniform load of 40 pounds per square foot over 18'6". • Imagine how this will speed up and simplify your structural calculations. • You can also print out a structural report if you have to submit calculations to the building inspector.	This file demonstrates how the Macintosh can calculate the load value of lumber. Choose **SimpleSpan** from **Apple menu**. Enter **18** in the **ft.** box, press **Tab** key, enter **6** in the **in.** box. Click **Uniform Load** icon ( ). ▸ Enter **40** in the **lbs. per lineal foot** box. Click **OK** button. Click **Calc** button. Notice how Section Modulus and Mom. of Inertia have been calculated.	•	 *Application: Simple Span*
You can also use Macintosh to help you determine the size and quantity of a load. • Simply indicate the type of span, the corresponding dimensions, beam material and load. • Macintosh will calculate beam size for you instantly. • If more than one member is required, it will also indicate quantity. • In other words, with Macintosh you have complete flexibility to help you determine structural member sizes. With its power and flexibility, Macintosh can become one of your most important tools. And once you start using it, you'll wonder how you ever got along without it.	Click **Select** button to choose the appropriate beam size. Click **2x10** to select the trial member size. Note that the Member Size has been calculated and that two 2x10's will carry the load. ▸ Click **Select** button and choose **2x6**. Built-up beams warning box appears. Click Built-up beams warning box to close. Choose **Analysis** from **SimpleSpan 2.5** from menu bar. Click on **Diagram** button. Note the Shear and Moment diagrams. Click **OK** button. Click **Quit** button. Close **Construction Tools** folder.	• End of demonstration.	 *Application: Simple Span*

Summary

Say This

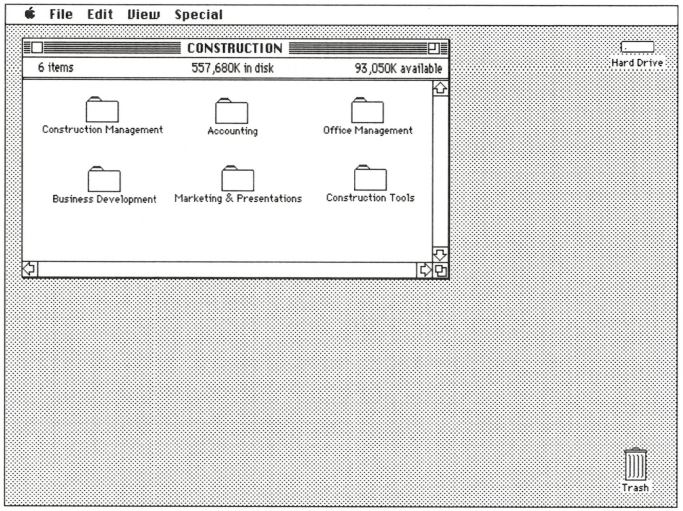
Today I've shown you how you can manage your entire company with one computer, the Macintosh. So whether you're scheduling project tasks, calculating square footage, altering your design in CAD or managing your company's finances, this tool will help make sure it's easy, affordable and only a click of the mouse away.

Macintosh works the way you do. It adapts to your working environment, gives you more control over your business and provides solutions to virtually all of your business needs. And it offers a proven growth path for the future. That's the power of Macintosh. That's why it should be your computer.

Do This

MediaTracks Do This

Show This



SBSS Express Seminars
Business Solutions Directory: Construction

Located on your SBSS Express Seminar CD is a HyperCard stack of Macintosh business solutions including Apple and third party software and hardware products called the Apple Business Solutions Directory. It includes detailed product descriptions, pricing, system requirements and developer contact information. Use this tool as an information resource to provide your customers with details about Macintosh applications that are available to meet their specific needs.

Here's a sample of the Construction solutions found in the directory, more detailed information about these products are located on the CD:

Building Code Analyst

Architectronica
330 The Village #109
Redondo Beach, CA 90277
(213) 376-7054

Building Code Analyst is a HyperCard-based expert system designed to assist architects and other building professionals in designing buildings to comply with the basic requirements of the 1985 or 1988 editions of the Uniform Building Code. Compliance information on occupancy groups, exit requirements, floor areas, construction types, fire protection, and location on property are automatically calculated. Printed reports include code references by section and page number.

Hyper•Estimator

Turtle Creek Software
651 Halsey Valley Road
Spencer, NY 14883
(607) 589-4471

The Hyper•Estimator is a "friendly" estimator for residential construction projects. It produces a planning estimate for architects, builders, and developers. It also links to MacNail to produce finished bids for construction professionals. Pictures and buttons are used to simplify the entry of project dimensions and specifications. HyperCard is included with this HyperCard-based program.

MacNail

Turtle Creek Software
651 Halsey Valley Road
Spencer, NY 14883
(607) 589-4471

MacNail is a set of Microsoft Excel worksheets and macros designed for estimating, tracking, and scheduling residential construction. Four estimating templates are provided: new construction, gut and rehab, additions, and small jobs. MacNail's database includes more than 1000 items. The user can add new items or change existing ones by using Excel's cell entry techniques. Several "fudge factors" are also provided, allowing users to adjust bid prices for local costs and conditions. The four estimating templates, which can be modified, calculate a detailed and finished bid price based on approximately 25 job dimensions. A Cost Control macro allows users to track the progress of each job against the original estimate. A detailed breakdown of job costs is maintained, making it possible to refine future estimates based on actual labor, material, and subcontractor costs. The Job Scheduler macro produces a job calendar based on estimated man-hours.

Project Billing

Satori Software
2815 Second Avenue, Suite 295
Seattle, WA 98121
(206) 443-0765

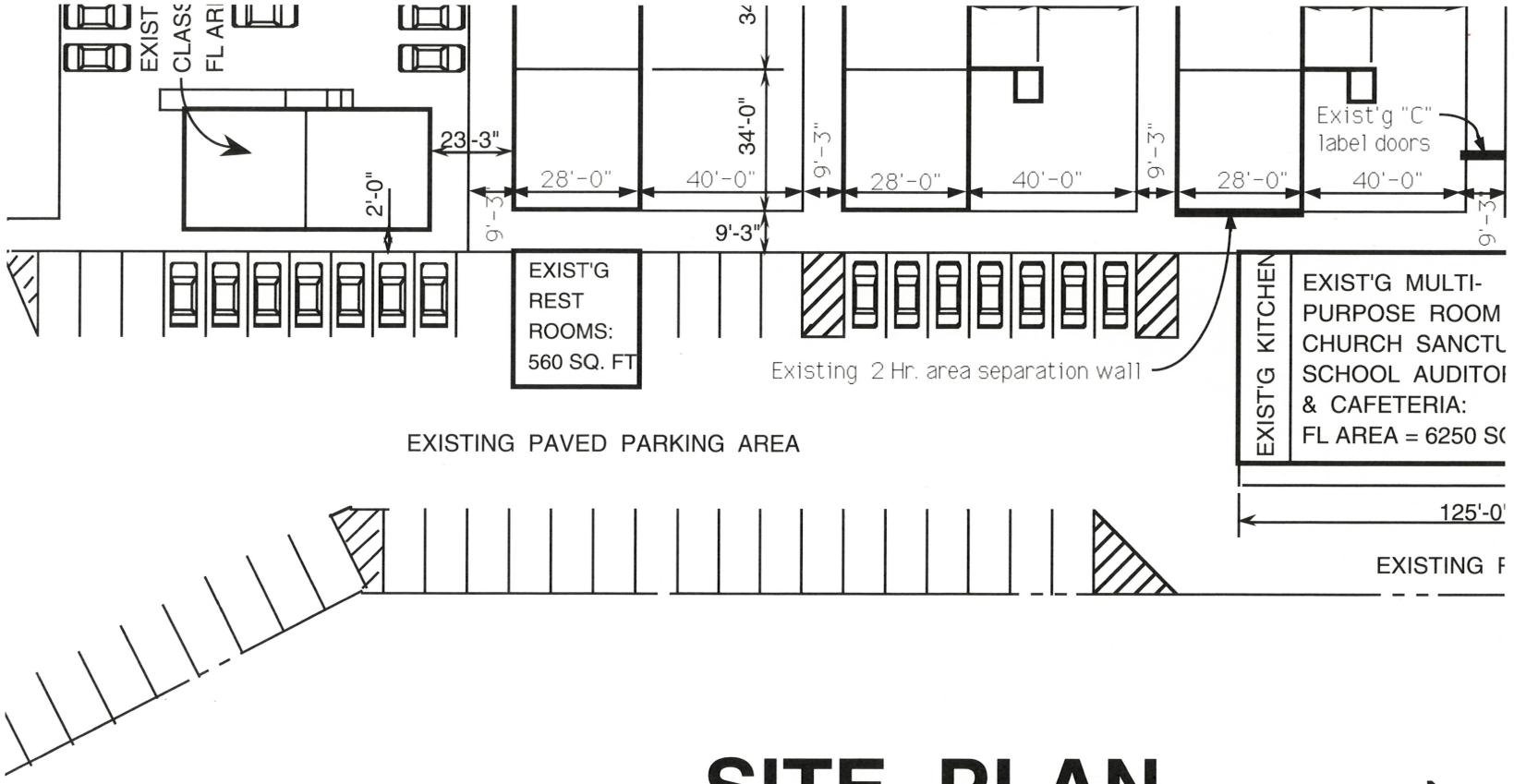
Project Billing is a full-featured, professional time and project billing package designed for advertising agencies, graphic designers, architects, engineers, and other professionals. It will save offices time tracking and recording the time and expenses for each client and employee. Features include automatic expense markup and work-in-progress capabilities. All information can be sorted by project number, employee, date, and type of transaction to be sent to the necessary report. Use of only two windows makes entry fast and simple. A multi-user version allows for remote entry by any employee using their own computer and a file server. A security system and additional project capacity are also included.

SimpleSpan/BackSpan

ARCH Software
1549 Teakwood Avenue
Cincinnati, OH 45224
(513) 681-1642

SimpleSpan and BackSpan are desk accessories for quickly sizing beams under multiple loading conditions. These desk accessories enable users to analyze and select sizes of simply-supported or cantilevered wood beams using framing lumber, laminated veneer lumber, or steel beams. The software will analyze shear, deflection, and bending and calculate the required beam size. Features include ability to print a summary report of the calculations, adjust joist spacing independent of loads, and draw shear and moment diagrams.

Mention of non-Apple products is for informational purposes only and constitutes neither an endorsement nor a recommendation. Apple assumes no responsibility with regard to the selection, performance, or use of the products. All understandings, agreements, or warranties take place directly between the vendors and the prospective users.



SITE PLAN

NORTH

Tulloch Construction

Tulloch Construction is a professional design and build construction company. They use a variety of Macintosh models from the Macintosh SE to the Macintosh IIci.

For more examples of materials created by small businesses using Macintosh computers, review the contents of the Made on Macintosh folder found on the SBSS Express Seminars CD.

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